

REMARKS

Status of Claims under 37 CFR 1.173c

Claims 1-8 stand as issued claims. Claims 1, 4, 5 and 6 have been amended.

Claims 9 - 30 are newly presented claims for examination.

Explanation of support under 37 CFR 1.173c

Support for applicant's newly presented claims are readily found in the patent specification in Figures 1 - 27 and the Specification, columns 5-12. The claims are for the same invention as that disclosed in the original patent, as required by 35 U.S.C. 251.

Reason For Reissue

This reissue is filed because the patentee claimed more or less than he had a right to claim in the patent. Issued claims 1-8 fail to cover certain embodiments of the invention. The error arose during the drafting of the original application and during subsequent amendments in connection with the prosecution of the original application which resulted in the issuance of the patent. The error arose without any deceptive intention on the part of the applicants.

Timeliness of the Reissue Application

This reissue application is filed within two years of the date of the original application, and thus under 35 U.S.C 251, diligence is presumed. Therefore, this reissue application is timely filed. There are no prior or concurrent proceedings that involve this patent.

Conclusion

Applicants respectfully submit that these new claims do not add new matter and that all claims now pending are in condition for allowance. If the Examiner believes a telephone conference would expedite or

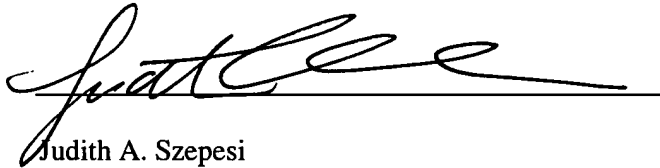
assist in the allowance of the present application, the Examiner is invited to call Judith A. Szepesi at (408) 720-8300, X269,

If there is a deficiency in fees, please charge our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, LLP

Dated: 10/19/01



Judith A. Szepesi

Reg. No. 39,393

12400 Wilshire Blvd, Seventh Floor

Los Angeles, CA 90026-1026

(408) 720-8300

AMENDED CLAIMS

Indicating Changes Made

1. (Amended) A process for [optimizing the] measuring effectiveness of a web site having a test web page [with a predetermined uniform resource location (URL) and one or more linked web pages], the process comprising [the steps of]:

[(a) creating] designing one or more [alternate] versions of the test web page[s];

[(b) configuring said alternate web pages in effective parallel paths with the test web page;]

[(c)] distributing requests to [said] the various versions of the test web page [and said one or more alternate web pages] according to a predetermined distribution function; and

[(d)] counting [the] visits to [said] one or more hyperlinks [linked web pages by way of said] from each version of the test web page to determine a relative effectiveness of each version of the test web page [and said one or more alternate web pages; and]

[(e) replacing said test web page with said alternate page with the largest number of visits to said one or more linked pages].

4. (Amended) The process as recited in claim 1, wherein [step (c)] distributing requests comprises [the steps of]:

[(a)] receiving requests for [the URL for said] the test web page;

[(b)] [re]directing said requests to [the alternate web pages] one of the versions of the test web page in accordance with [a] the predetermined distribution function.

5. (Amended) The process as recited in claim 1, further [including the step:] comprising:

[(f)] repeating the process; [steps (a)-(e)].

after a preset number of repetitions, evaluating a success of each version of the test web page; and
selecting a version having a highest success rate, and setting the test web page to the selected version.

6. (Amended) A process for directing requests for a test web page having a predetermined universal resource location (URL) comprising [the steps of]:

[(a) providing] designing one or more [alternate] versions of the test web pages;

[(b) configuring said alternate web pages in parallel paths with said test web page;]

[(c)] distributing requests to [said] a version of the test web page [and said alternate pages] according to a predetermined distribution function wherein said requests are distributed by [re]directing requests [from said] for the test web page to [the alternate] one of the versions of the test web page[s] in accordance with a predetermined distribution function; and

measuring a relative effectiveness of each version of the test web site, based on a success percentage.